

# 6095

### 1. SUBJECT OF THE CONTRACT

Project: Study of public relations strategies to strengthen Mexico's image  
as a strategic business partner, including design and implementation proposals.  
Target Markets: New York; Washington DC; London; Paris; Tokyo; Beijing  
Valid From: March 20<sup>th</sup>, 2012  
To: July 10<sup>th</sup> 2012

### 2. JOB DESCRIPTION:

R&R Partners will provide ProMéxico a detailed study of a public relations plan for the duration of the contract considering the following aspects:

- It must contain a diagnostic of the current perception of Mexico in the targeted markets.
- Mapping of stakeholders, which must include media outlets and third party validators.
- Action plans for addressing the different stakeholders in each market, including targeted pitches, talking points, editorials and opinion pieces.
- Reports of the follow-up and monitoring of the implementation of the specific actions in each target market.
- A final report integrating all the materials produced, reports of the implementation of the different action plans, and final recommendations for following-up the strategies implemented.

### 3. Prices and Payment Terms

The invoices of R&R Partners are payable net cash, e.g. without deductions, within fifteen (15) days after receipt of the invoice. Place of fulfilment for the placing of the orders and payment is the office of the client.

The total amount of the contract is \$500,000 USD, which shall include all reasonable and duly documented expenses incurred as a result of providing services to ProMéxico. VAT is not applicable. R&R shall present two invoices to client as indicated below:

1. 50% upon the delivery of the initial diagnostic, work program, mapping of stakeholders and action plans authorized by ProMéxico.
2. 50% upon the delivery of the final report, approved by ProMéxico. Final invoice shall be presented concurrently with delivery of final report.

### 4. Complaints and Notice of Defects

R&R Partners must provide all services in full accordance with this contract. ProMexico must deliver in writing to R&R Partners any requests to remedy deficiencies in work within 10 days of (is this enough time for The Client to approve this contract services) of receipt of work by client.

#### 5. Liability

R&R Partners represents and warrants that all services and any other work provided and performed under this Agreement shall be performed in a thorough and workmanlike manner consistent with generally applicable industry standards.

R&R Partners will not be liable to ProMéxico, or to anyone who may claim any right due to a relationship with ProMéxico, for any acts or omissions in the performance of services under the contract or on the part of the employees or agents of R&R Partners unless such acts or omissions are due to gross negligence or willful misconduct of R&R Partners.

ProMéxico will not be liable to R&R Partners, or to anyone who may claim any right due to a relationship with R&R Partners, for any acts or omissions in the performance of services under the contract or on the part of the employees or agents of client unless such acts or omissions are due to gross negligence or willful misconduct of client.

The amount of any claim for compensation is limited to the cost of the contract and will only cover the direct damages.

#### 6. Withdrawal of an order

Either party may terminate this contract upon thirty (30) days written notice to the other party. Should the contract be terminated ProMéxico is liable for any outlay which has already taken place and for work already undertaken by R&R Partners, and R&R Partners will deliver any outlay which has already taken place and for work already undertaken.

#### 7 Applicable Law and legal Domicile

This contract shall be governed by and interpreted in accordance with the laws of the State of Nevada of the United States of America. Legal domicile is the city of Las Vegas, NV. R&R Partners may choose to sue the customers, in their domicile or place of business.

#### SIGNATURES

City, Date

Las Vegas, Nevada, March 20<sup>th</sup> 2012

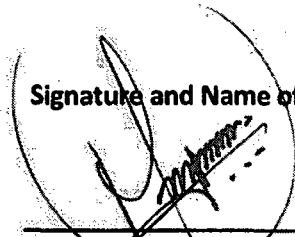
Signature of R&R Partners

  
K. James King

City, Date

Los Angeles, California, March 20<sup>th</sup> 2012

Signature and Name of ProMéxico

  
José Mario Juárez López de Nava